

The Colonial and Silhouette double-faced porcelain enamel signs have long enjoyed top popularity with dealers, and are particularly well suited to your better outlets on high traffic streets.

These signs are shipped plain, without privilege lettering. Either porcelain enamel or decal letters shown elsewhere in this price list may be used for the privilege.



#### COLONIAL PORCELAIN SIGN

Size 58" x 49", double-faced. Boom not included (See below). Maximum number of letters: 2 lines of 10 letters (5½" x 6½") on each side, or a total of 40 letters, counting punctuation marks and spaces.

#### PLAIN BOOM FOR COLONIAL SIGN

Boom only, as shown above.

#### WIRED BOOM FOR COLONIAL SIGN

Boom, wired complete with two reflectors.



#### SILHOUETTE PORCELAIN SIGN

Size 36" x 52", double-faced, complete with boom. Maximum number of letters: 2 lines of 7 letters on each side—a total of 28 letters, counting punctuation marks and spaces.

# Decal Privilege Letters and Numerals



Decal letters and numerals offer a satisfactory, tested solution to privilege lettering problems. They assure a uniform, legible job which is rarely equalled by hand-lettering done locally.

## DECAL LETTERS

For use with Dimensional, Channel Panel, and Stamped Frame series of outside signs.

To prevent loss due to improper storage or damage, it is suggested that an initial order be placed for approximately 60 days' supply, and that reorders be placed 30 days before the stock is depleted.

Available in the following sizes as individual letters or in fonts containing assorted letters plus periods, commas, and dashes.

For fill-in orders, 5 or multiples of 5 of any letter will be shipped with a minimum order of 200 letters for the 4", 6½" and 8" sizes, or a minimum order of 50 for the 10½" and 14" sizes.

Size	Code for font	Code for individual letters
4"	287	292
6½"	288	293
8"	289	294
10½"	290	295
14"	291	296

## DECAL NUMERAL SETS

Sets of "0" through "9" available in the following sizes:

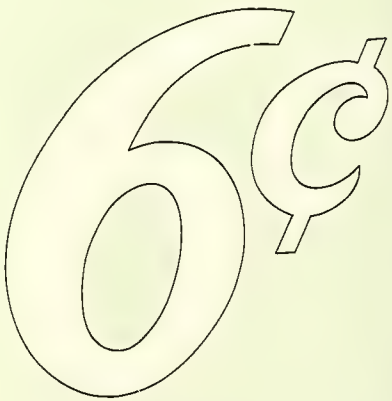
Size	Code
4"	297
6½"	298
8"	299

## Price Decals

Dealers who desire to advertise the price of Coca-Cola in their stores can do so by means of these price decals. Use on coolers, on outside or inside advertising material.



6¢ DECAL  
White Numeral on Red  
Background  
Size: 7" in diameter  
Code: 255



6¢ DECAL  
White Numeral  
Size Code  
3" 436  
6" 437  
9" 438



5¢ DECAL  
White Numeral on Red  
Background  
Size: 6" in diameter  
Code: 565



5¢ DECAL  
White Numeral  
Size Code  
3" 567  
6" 568  
9" 569  
15" 571



5¢ DECAL  
Yellow Numeral  
Size Code  
3" 232  
6" 233  
9" 234  
11" 235  
15" 236



5¢ DECAL  
Red Numeral  
Size Code  
11" 237  
15" 238



# Privilege Letters



Welded studs are provided on backs of letters for mounting.

## ROMAN METAL LETTERS

*Porcelain Enamel. 10" and 12" Height*

Furnished with welded studs for mounting. (See Advertising Handbook—Installation Suggestions). Packed complete with spacers and nuts for erection. Available in Green, Ivory or Maroon. Specify color desired.

*Letters may be ordered in any quantity. Punctuation marks (period, dash, and comma) furnished at no extra cost when ordered with letters. Numerals also available at same price as letters.*



## CAST ALUMINUM LETTERS

*Bright Aluminum or Baked Paint Finish  
12" and 15" Height*

These deluxe aluminum letters are supplied in either bright aluminum finish or in Green, Ivory or Maroon baked paint. Specify color desired. Mounting studs on back. Shipped complete with spacers and nuts for erection.

*Letters may be ordered in any quantity. Punctuation marks (period, dash, and comma) available on order at prices shown on price sheet.*

## GOTHIC METAL LETTERS

*Porcelain Enamel. 8", 10", 12" and 15" Height*

Furnished with welded steel studs for mounting. Packed complete with spacers and nuts for erection. Available in Green, Ivory or Maroon. Specify color desired.

*Letters may be ordered in any quantity. Punctuation marks (period, dash, and comma) furnished at no extra cost when ordered with letters. Numerals also available at same price as letters.*



## BLOCK PRIVILEGE LETTERS

*Porcelain Enamel. 5 7/8" High*

These letters are suitable for use on Colonial and Silhouette double-faced stickouts and many other signs. Available in Green only. Letters are supplied with welded lugs for mounting with special adhesive.

*Punctuation marks (period, dash, and comma) available at prices shown. "&" and small "c" for "Mc" also available at regular letter prices.*

Note: For decal privilege letters, see "Section 4—Transparencies and Decals".